

/12 16) WIDGET DESCRIPTION	
I. OVERVIEW	
THIS SECTION IS A MARKETING OVERVIEW OF THE WID	GET
PRODUCT.	
A. DESCRIPTION	
THIS SUB-SECTION IS A DESCRIPTION OF THE WI	DGET
PRODUCT.	
B. ALIASES 10	
C. FEATURES	
D. HOW TO USE THE PRODUCT	
$\sqrt{12}$	
II. SALES	
THIS SECTION DISCUSSES THE SALES OF THE WIDGET	
PRODUCT.	
A. CUSTOMER NEEDS ASSESSMENT	
B. SALES APPLICATIONS	
• • •	
C.MAKING THE SALE	
· · ·	
D. RATES	
$ \sqrt{12}  \dots  \dots $	
III. AVAILABILITY	
THIS SECTION DISCUSSES THE AVAILABILITY OF THE	
WIDGET PRODUCT.	
IV. ORDERING	
THIS SECTION DISCUSSES ORDERING THE WIDGET PRODU	JCT.
A. PROCEDURES	
TO FIG 2(B).	· <del></del>

Fig. 2(B)

· · ·
B.LISTINGS
C. DUE DATES
$\int_{0}^{12}$
V.BILLING
THIS SECTION DISCUSSES BILLING FOR THE WIDGET
PRODUCT.
A. CHARGES
B.BILLING REDUCTIONS
C. PAYMENT OPTIONS/ CONTRACTS
$\sqrt{12}$ $\sim 18$
VI. TROUBLESHOOTING
THIS SECTION DISCUSSES TROUBLESHOOTING WIDGET
PRODUCT PROBLEMS.
A. KNOWN PROBLEMS
• • •
B. PROBLEM ASSESSMENT
· · ·
C. DIAGNOSING CUSTOMER TROUBLE
$\sqrt{12}$
VII. SUPPORT
THIS SECTION DISCUSSES WIDGET PRODUCT SUPPORT.
A. PRODUCT CONTACTS & REFERRALS
B. RESPONSIBILITIES

--TO FIG. 2(c).-

-	TO	FIG.	2(B)	
		1 10.	$\sim \langle U \rangle$	, .

- C. TARIFFS & REGULATORY
- D. POLICIES
- E. TRAINING

Fig. 3(A)

	<brw.doc> 22</brw.doc>	
	_24	
	<prod.name></prod.name>	
	<pre><productname>WIDGET1</productname></pre>	
	<0VER> 26 28 5 30 532	20
	<pre><overview>OVERVIEW</overview></pre> TEXT IN OVERVIEW SECTION.	
ı	<sale> 36</sale>	
I	<sales>SALES</sales>	
I	TEXT IN SALES SECTION.	
I	<cusneed> 38</cusneed>	
١	<customerneeds>CUSTOMER NEEDS</customerneeds>	
Į	ASSESSMENT	
I	TEXT IN CUSTOMER NEEDS ASSESSMENT S	SUB-SECTION
	OF THE SALES SECTION.	!
	39	
	•	
_	TO FIG. 3 (B) -	

Fig. 3(B)

TO FIG. 3 (A)

<TROUBL> 25

<TROUBLESHOOTING>TROUBLESHOOTING
27
TEXT IN TROUBLESHOOTING SECTION.

<TRBL.KNOWPROB>

<TRBLKNOWPROB>KNOWN PROBLEMS>/TRBLKNOWPROB>
 TEXT IN THE KNOWN PROBLEMS SUB-SECTION OF THE
 TROUBLESHOOTING SECTION.

</TRBL.KNOWPROB>

<TRBL.PROBASSESS>

<TRBLPROBASSESS>PROBLEM ASSESSMENT</TRBLPROBASSESS>
 TEXT IN THE PROBLEM ASSESSMENT SUB-SECTION OF
 THE TROUBLESHOOTING SECTION.

</TRBL.PROBASSESS>

<TRBL.DIAG>

<TRBLDIAG>DIAGNOSING CUSTOMER TROUBLE</TRBLDIAG>
 TEXT IN THE DIAGNOSING CUSTOMER TROUBLE SUB SECTION OF THE TROUBLESHOOTING SECTION.

</TRBL.DIAG>

</PROD.NAME>

</BRW.DOC>

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       ORDER |
       AVAIL |
       SALE |
       BILL |
       SUPP |
       OVER)*) >
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    ID CDATA #IMPLIED >
<!ELEMENT PRODUCTNAME - - ( (#PCDATA | %PARA-
  CONTENT;)*) > 54445-
<!ELEMENT TROUBL - - ( TROUBLESHOOTING, (%SUB-SECT; |
       TRBL.KNOWPROB |
      TRBL. PROBASSESS |
      TRBL.DIAG |
      TRBL.QUES |
      HEAD3 |
      HEAD2 I
      HEAD5 I
      HEAD4 |
      HEAD7 |
      HEAD6)*) >
<! ATTLIST TROUBL
51) ID CDATA #IMPLIED
    ID CDATA #IMPLIED >
<!ELEMENT TROUBLESHOOTING - - ( (#PCDATA | %PARA-</pre>
  CONTENT; ) * ) >
                 -- TO FIG. 4 (B) --
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TO FIG. 4(A) --

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  SECT; |
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    HEAD5 |
    HEAD4
    HEAD7
    HEAD6)*) >
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    ID CDATA #IMPLIED
    TYPE CDATA #IMPLIED >
<!ELEMENT TRBLKNOWPROB - - ( (#PCDATA | %PARA-
  CONTENT;)*) >
<!ELEMENT TRBL.PROBASSESS - - ( TRBLPROBASSESS,
  (%SUB-SECT; |
    HEAD3 |
    HEAD5 |
    HEAD4
    HEAD7 |
    HEAD6)*) >
<! ATTLIST TRBL. PROBASSESS
    ID CDATA #IMPLIED
    TYPE CDATA #IMPLIED >
<!ELEMENT TRBLPROBASSESS - - ( (#PCDATA | %PARA-
  CONTENT;)*) >
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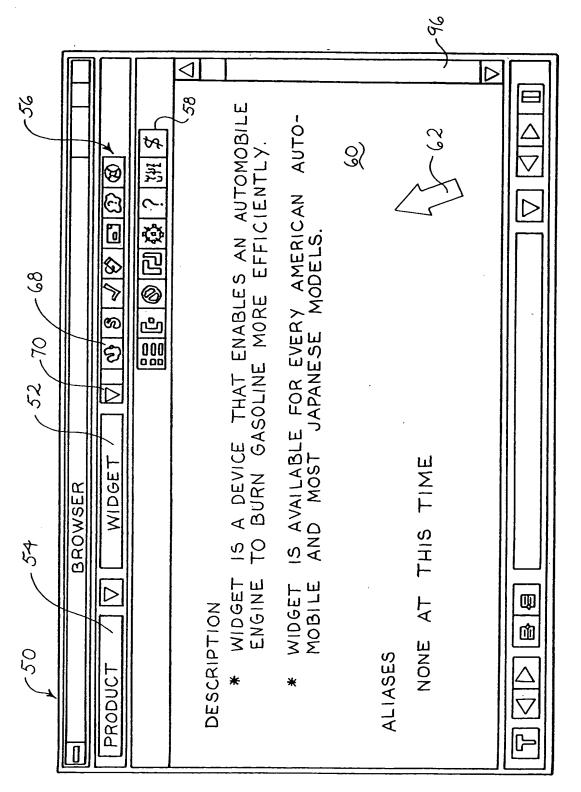


Fig. 5

IN

DOCUMENT

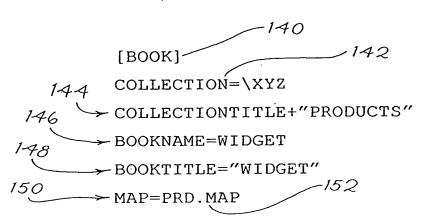


Fig. 7

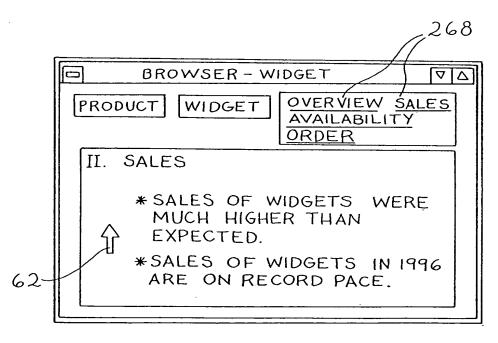
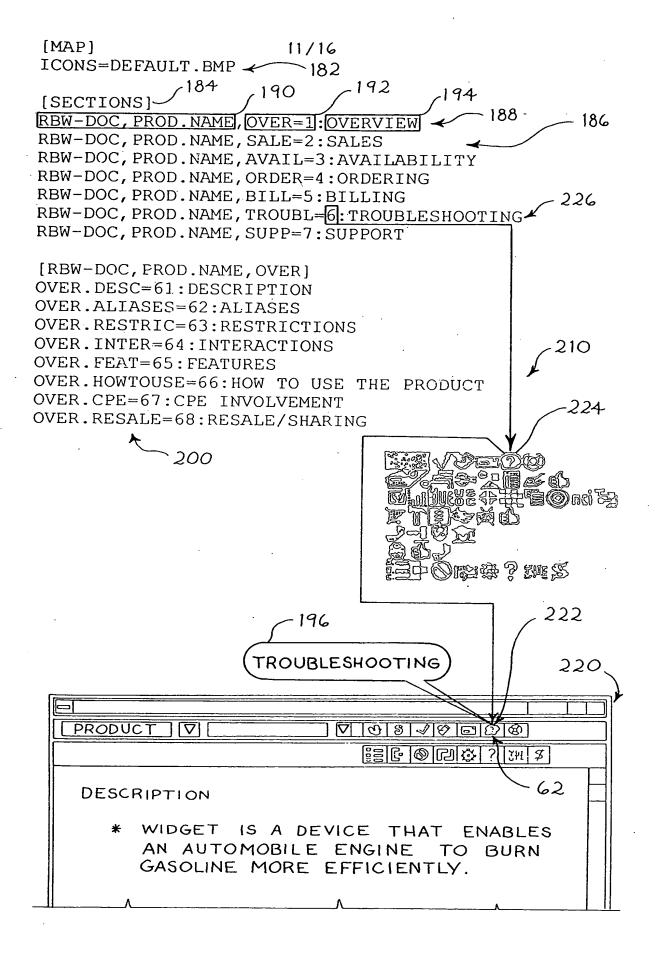
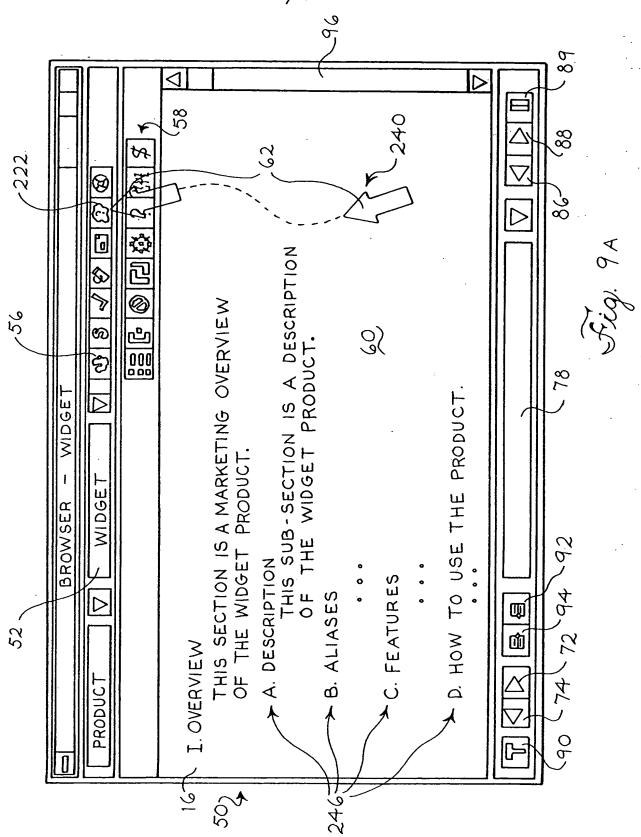
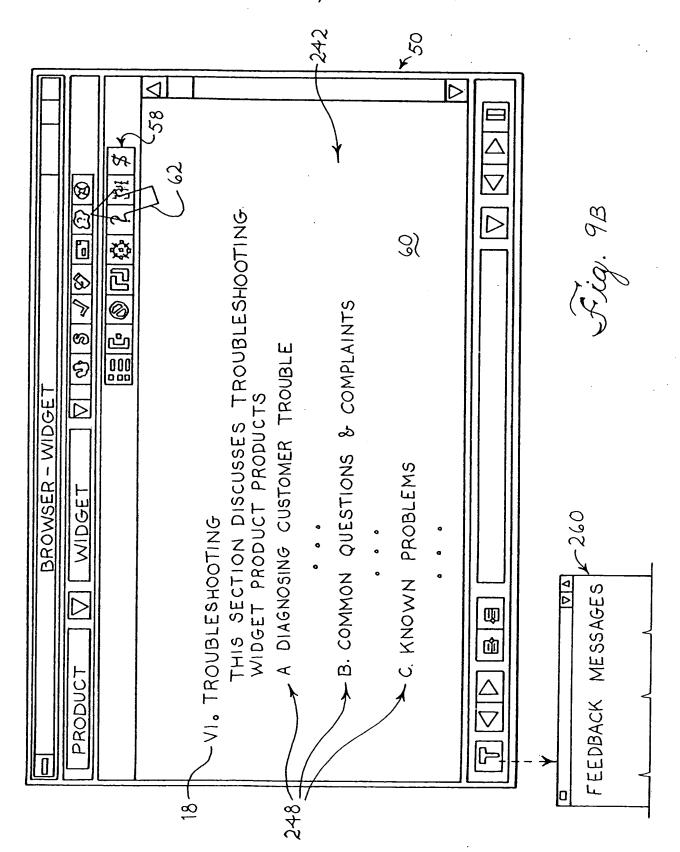


Fig. 10







	288	∆ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	1
PRODUCT	OVERVIEW SALES	SALES	
II. SALES	AVAIL ABILITY ORDERING	ORDERING	
* SALES OF WIDGETS WERE  MUCH HIGHER THAN	BILLING	BILLING TROUBLE	
*SALES OF WIDGETS IN 1996	SUPPORT		
ARE ON RECORD PACE.			`
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